

FSC-393-C	9/26/94	To All Field Sales Employees
SUBJECT: Shelf Life Policies and Procedures		
DISTRIBUTION:		
<u>X</u> AVP	<u>X</u> CAM	<u>X</u> ELM
<u>X</u> RM	<u>X</u> Reg.Mil.Mgr.	<u>X</u> MIL
<u>X</u> ROM	<u>X</u> DM	<u>X</u> REP

Below is a restatement of RJRT's shelf life policies and procedures for our full-price brands, savings brands and Forsyth Tobacco brands.

SHELF LIFE

	RJR Full Price	RJR Savings (DORAL, MAGNA, STERLING)	Forsyth Tobacco Products
Public Warehouse	9 Months	11 Months	11 Months
Wholesale	10 Months	12 Months	12 Months
Retail	12 Months	14 Months	14 Months

Coupon Product Prior to Shelf Life Expirations

As our products approach shelf life expiration, in order to move product through at retail, ensure carton product is couponed with the highest value multi-brand coupon you have available in your market area.

Full Price	In the <u>10th</u> month of shelf life
Savings	In the <u>12th</u> month of shelf life
Forsyth Tobacco Products	Not Applicable

Special Note:

Several of our competitors have similar couponing programs in place to assist them in managing their return goods. These couponing efforts should not be misinterpreted as aggressive marketing efforts that require us to provide a competitive couponing response.

R. J. REYNOLDS TOBACCO COMPANY

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